



Workshop on Audiovisual Translation: Subtitling

CALTS, School of Humanities, University of Hyderabad



5th February - 13th February, 2018

Overview

Communication in this age of globalisation plays a complex, increasingly multilingual, multimodal and an ever important role in today's society. Under such circumstances, Multi-National companies and institutions require their translators to be familiar with specialized training. The rising need for translation generally is marked by a particular surge in demand for skills in translating specialised audiovisual texts.

The rationale of this module is to meet the need at national and international level for language specialists in subtitling, especially in Indian languages, who should possess the linguistic competence and necessary expertise for operating successfully in the professional environment.

The aims of this module are to develop subtitling skills in a variety of registers and styles, by translating texts from various Indian and/or foreign languages and programmes of an audiovisual nature. It aims to produce individuals capable of operating professionally and reflectively in this rapidly developing translation environment.

Through a range of carefully chosen examples and exercises, participants will not only develop confidence and skills in subtitling, but also broaden their awareness of the idiomatic and syntactic features of the languages as well as their knowledge and perception of socio-cultural referents. Participants will be able to work with subtitling freeware so that they can learn how the technical and technological dimensions of subtitling impinge on the actual written result. An insight into the working environment will also be presented.

Further, this module will expose the participants to the fascinating professional practice of making audiovisual material accessible to people with visual impairment. It will help the participants to develop audio description (AD) skills in a variety of registers and styles by translating visual texts into words and broaden awareness about the special needs of AD with reference to grammatical and syntactic structures of language.

Course Objectives

- Gain an understanding of the linguistic and cultural issues involved in subtitling
- Be able to make informed translation choices based on genre, purpose, and intended audience
- Gain an ability to identify and exploit the semiotic relationships established between original soundtrack, image and written text when subtitling
- Gain the linguistic and technical skills required for producing a subtitled version of an audiovisual programme
- Be able to adhere to conventions of good subtitling practice
- Develop specific subtitling skills in areas such as spotting, film cuts, reading speed, and text compression
- Develop sophisticated ICT skills thanks to the use of subtitling software
- Be familiar with the professional practice and with the resources and links for subtitlers available on Internet

Who can attend

- UG students from Humanities with a paper on Translation
- PG students from Humanities with a degree in Translation / at least a paper on Translation
- Research Scholars with a focus on Audiovisual Translation
- Faculty members interested in Audiovisual Translation
- Professional translators (preferably from AVT), translation project managers (preferably with experience in AVT)

Registration Fees:

- Undergraduate and Postgraduate Students: Rs. 1000/-
- Research Scholars: Rs. 1500/-
- Faculty Members: Rs. 2500/-
- Professional Translators / Translation Project Managers: Rs. 5000/-

International Speakers

Jorge Diaz-Cintas is a Professor of Translation Studies at the Centre for Translation Studies (CenTraS) at University College of London. He is famous for his research in Audiovisual Translation. His research areas include Communication, Language and Hearing; Linguistics and Literature; and Media, Communications and Information. He has an impressive number of publications to add to his credit. Recently he is associated with a project on "Linguistic and sensorial accessibility: technologies for overlapping voices and audio description". The aim of this project is to research strategies that will help improve accessibility to audiovisual media content by means of technological solutions.



Dr. Louise Fryer teaches Translation Studies at the Centre for Translation Studies at University College of London. She researches the effect of audio description on immersion and presence in blind and partially sighted people. She has published extensively on her research theme and is the author of *An Introduction to Audio Description: A Practical Guide*. She is a partner in ADLAB PRO, a three-year research project financed by the European Union under the Erasmus+ Programme Key Action 2 - Strategic Partnerships which brings together 8 partners from the UK, Italy, Poland, Spain, Belgium and Slovenia in order to define the profile of the professional audio describer, a role that in some countries is still little known. The project aims to identify current training routes and future training needs, and to create open-access training materials. Louise is also a presenter for BBC Radio 3, and has presented and produced features on a wide variety of topics for the BBC World Service. Her series *The Noisy Ape* (2005) received a journalism award from the Acoustical Society of America.

How to Apply:

REGISTRATION

Step 1: One Time Registration: Candidates will have to get one time registration first to the GIAN Portal of IIT Kharagpur using the following steps:

1. Create login and password at <http://www.gian.iitkgp.ac.in/>
2. Login and complete the Registration Form.
3. Select Courses
4. Confirm your application and payment information.
5. Pay Rs. 500/- (non-refundable) through the online payment gateway.
6. Download and print a "pdf file" of your enrolment application form for your personal records and for a copy of the same to be sent to the Course Coordinators.

Step 2: Institute Registration: Interested candidates are requested to send their applications with GIAN enrolment fees, CV, a short note (max. 300 words) on why they wish to take this course.

The application and supportive documents may be sent in advance to the course coordinator. Contact:- gianuohavt@gmail.com

Last date for application: 12th December, 2017

Course coordinators:

Dr. J Prabhakar Rao
Professor of Linguistics, CALTS
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IMPORTANT DATES

Last date for applying:
12th December, 2017

Acceptance Notification:
20th December, 2017